IN THE UNITED STATES DISTRICT COURT FOR THE NORTHERN DISTRICT OF NEW YORK

CAR-FRESHNER CORPORATION, and JULIUS SÄMANN LTD.,

Plaintiffs,

v.

AMERICAN COVERS, LLC F/K/A AMERICAN COVERS, INC. D/B/A ENERGIZER, ENERGIZER HOLDINGS, INC., and ENERGIZER BRANDS, LLC,

Defendants.

Civil Action No.: 5:17-cv-171 (FJS/ATB)

DEFENDANTS' MOTION *IN LIMINE* NO. 2 TO EXCLUDE EVIDENCE OF ANONYMOUS AMAZON.COM INQUIRY

Defendants American Covers, LLC, d/b/a Handstands ("Handstands"), Energizer Holdings, Inc., and Energizer Brands, LLC (collectively, with Handstands, "Energizer") respectfully move *in limine* to exclude evidence concerning an anonymous Amazon.com inquiry.

I. EVIDENCE AT ISSUE

Plaintiffs' Exhibit P-094 (the "Challenged Exhibit") contains a hearsay declaration from Jesse Jensen, a paralegal at Amazon.com (the "Jensen Declaration"). *See* Annex A. The declaration purports to attach "Exhibit A" and "Exhibit B," but there are no such delineations in the attachments to the Challenged Exhibit. In fact, the first page of the attachments includes "Page 2 of 2" at the top and appears not to contain any relevant information. None of the attachments bears a Bates number.

The remainder of the Challenged Exhibit following the Jensen Declaration appears to show portions of an Amazon.com page that depict one of the accused products in this action (the "Amazon Listing"). On "Page 4 of 6," there is an inquiry reading: "Is the can of Midnight Black

Ice [sic] the same as the spray, and the hanging trees?"

II. ARGUMENT

A. The Jensen Declaration is Hearsay

The Jensen Declaration contains nothing but out-of-court statements, which Plaintiffs intend to offer to prove the truth of the matters asserted in those statements. Fed. R. Evid. 801(c). No exception applies. *Ty, Inc. v. GMA Accessories, Inc.*, 132 F.3d 1167, 1171 (7th Cir. 1997) ("Affidavits are ordinarily inadmissible at trials"). Accordingly, the Jensen Declaration should be excluded.

B. The Amazon Printout Lacks Foundation and are Irrelevant

Even if Plaintiffs can lay proper foundation for the Amazon Listing without the Jensen Declaration (Fed. R. Evid. 602, 901), the printout should be excluded as irrelevant. Fed. R. Evid. 402.

"Generally, a plaintiff charging infringement attempts to prove actual confusion through market surveys reflecting consumer confusion and through anecdotal evidence of consumer confusion." *Windsor, Inc. v. Intravco Travel Centers, Inc.*, 799 F. Supp. 1513, 1524–25 (S.D.N.Y. 1992). Plaintiffs intend to offer the Amazon Printout as "anecdotal evidence of consumer confusion," but at least one court in this Circuit has found—after a bench trial—that the exact type of inquiry reflected in the Amazon Printout does not show actual confusion. *See, e.g., Real News Project, Inc. v. Independent World Tel., Inc.*, No. 06 Civ. 4322 (GEL), 2008 WL 2229830, at *18 (S.D.N.Y. May 27, 2008) (finding that an email "inquiring whether RNP was the same organization that Paul Jay has launched" did "not amount to actual confusion") (internal quotation marks omitted).

Even if the single inquiry reflected in the Amazon Printout could potentially be probative

of confusion—and it is not—Plaintiffs have no evidence that the inquiry was posted by a relevant consumer. Accordingly, it must be excluded as irrelevant.

To begin, "[a] trademark is inherently territorial and it exists in each country solely according to that particular country's statutory scheme." *Calzaturificio Rangoni S.p.A. v. U.S. Shoe Corp.*, 868 F. Supp. 1414, 1418 (S.D.N.Y. 1994). Accordingly, only confusion among United States consumers is relevant. *See* 5 J. Thomas McCarthy, *McCarthy on Trademarks and Unfair Competition* ("McCarthy") § 29:2 (5th ed. 2022); *Double J of Broward Inc. v. Skalony Sportswear Gmbh*, 21 U.S.P.Q.2d 1609 (T.T.A.B. 1991) ("Information concerning... foreign activities... is not relevant" to issue of likelihood of confusion). Plaintiffs have no evidence that the inquiry in the Amazon Printout came from the United States, so it should be excluded. *See Jamdat Mobile, Inc. v. Jamster Int'l Sarl Ltd., Inc.*, No. CV 05-3945 PA (FMOx), 2005 WL 5960925, at *1 (C.D. Cal. Oct. 28, 2005) (granting motion *in limine* "to exclude evidence regarding confusion or lack thereof between the parties' marks outside the United States").

In addition, Defendants sold the accused products only to retailers and distributors, who sold to their consumers for air fresheners, meaning only confusion among those groups is relevant. That is because a trademark plaintiff must prove "a probability of confusion, not a mere possibility, affecting *numerous ordinary prudent purchasers*." *Star Indus., Inc. v. Bacardi & Co. Ltd.*, 412 F.3d 373, 383 (2d Cir. 2005) (emphasis added). Here, the inquiry in the Amazon Listing was posted anonymously, meaning Plaintiffs have no evidence that the inquirer comes from a relevant purchasing group. That evidence therefore should be excluded. *See On Site Energy Co., Inc. v. MTU Onsite Energy Corp.*, No. 10-CV-1671 (JS)(WDW), 2013 WL 3990919, at *9 (E.D.N.Y. Aug. 2, 2013) (purported confusion evidence excluded as irrelevant because it did not arise among the relevant group of purchasers).

III. <u>CONCLUSION</u>

In accordance with the foregoing, Energizer's Motion in Limine No. 2 should be granted.

Dated: June 15, 2022

By: By: /s/ William H. Brewster
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UNITED STATES DISTRICT COURT NORTHERN DISTRICT OF NEW YORK

CAR-FRESHNER CORPORATION,
and JULIUS SAMANN LTD.,

Civil Action No. 5:17-cv-171 (FJS/ATB)

Plaintiffs,

v.

AMERICAN COVERS, LLC F/K/A AMERICAN COVERS, INC. D/B/A HANDSTANDS, ENERGIZER HOLDINGS, INC., and ENERGIZER BRANDS, LLC,

Defendants.

CERTIFICATE OF SERVICE

I CERTIFY that on June 15, 2022, the foregoing was served on counsel for Plaintiffs via the Court's CM/ECF system.

/s/ H. Forrest Flemming, III

H. Forrest Flemming, III

ANNEX A

	Case 5:17-cv-00171-FJS-ATB Docum	ent 172	Filed 06/1	5/22 ITE OF ATES DISTRICT COURT NORTHERN DISTRICT OF NEW YORK		
				CASE NO. 5:17-cv-00171-FJS-ATB		
				PLAINTIFF EXHIBIT NO. P-094		
1				DATE ENTERED		
2				JOHN M. DOMURAD, CLERK BY:		
3				DEPUTY CLERK		
4						
5						
6						
7		vompton	COLUMN			
8	UNITED STATES D NORTHER DISTRIC					
9	CAR-FRESHNER CORPORATION and	Case No	o. 5:17-cv-1	71 (TJM/ATB)		
10	JULIUS SAMANN LTD.,			OF JESSE JENSEN		
11	Plaintiff,			SINESS RECORDS OF AZON.COM		
12	v.					
13	AMERICAN COVERS, LLC f/k/a AMERICAN COVERS, INC. d/b/a HANDSTANDS,					
14	ENERGIZER HOLDINGS, INC., and ENERGIZER BRANDS, LLC,					
15	Defendants.					
16						
17	Jesse Jensen declares as follows:					
18	 I am a Paralegal in the Litigation a 	nd Regula	atory group	at Amazon.com		
19	("Amazon"). My responsibilities include investig	ating, res	ponding to,	and managing lawsuits		
20	and other legal matters involving Amazon and its affiliates. I make this declaration based on my					
21	personal knowledge and my review of Amazon records kept and maintained in the ordinary					
22	course of business.					
23	 Attached as <u>Exhibit A</u> is a true and 	correct c	opy of the p	product detail page, as it		
24	exists March 2, 2018, for the listing sold under Amazon Standard Identification Number (ASIN)					
25	B01MTDH3OD, and available at the following link:					
26	https://www.amazon.com/dp/B01MTDH3OD/ref	=psdc_15	735121_t4_	B01N6VDAUR.		
27						
	JENSEN DECLARATION - 1 4844-2051-8491v.1 0051461-001419			Davis Wright Tremaine LLP LAW OFFICES 1201 Third Ave., Ste. 2200, Seattle, WA 98101 206-622-3150 main - 206-757-7700 fax		

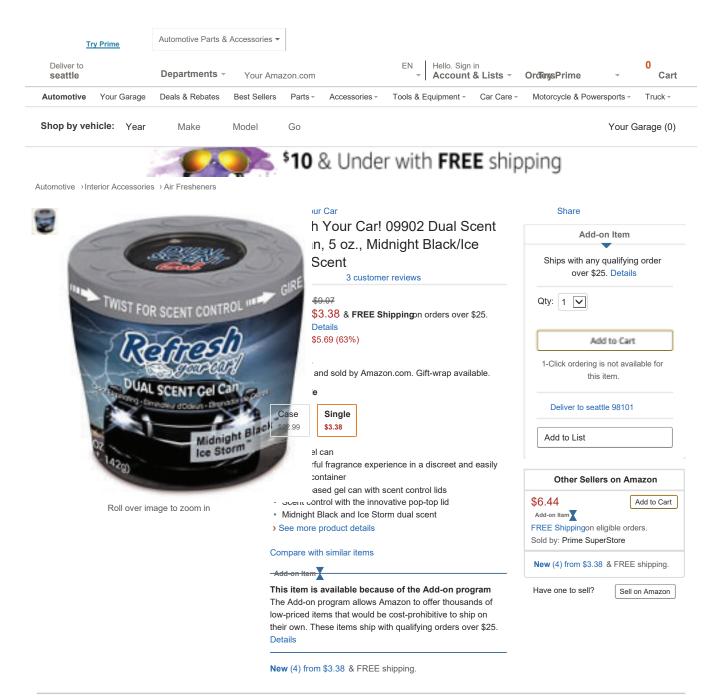
3. The product detail page for ASIN B01MTDH3OD includes a question posted on October 29, 2017. A true and correct copy of the webpage with this question is attached as Exhibit B, and available at the following link: https://www.amazon.com/ask/questions/Tx2IUBWXQ981ZC/ref=ask dp dpmw al hza.

4. The records in Exhibits A and B reflect data stored on Amazon servers. That data, including specifically the October 29, 2017 question about ASIN B01MTDH3OD, are kept and maintained in the course of regularly conducted activity of Amazon, relied upon by Amazon in the ordinary course, and recorded at or near the time of the event in question.

I declare under penalty of perjury that the foregoing is true and correct.

Executed this _ day of _ Morch _____, 2018, at Seattle Washington.

Jesse Jensen



Frequently bought together



Sponsored products related to this item (What's this?)

Page 1 of 20



Moso Natural Air Purifying Bag. Odor Eliminator for Cars, Closets, Bathrooms and Pe...

217

\$37.99



Car Fragrance Diffuser Air Freshner Vent Clip, Wooden Car Aromatherapy Essential... 49



Febreze Car Air Freshener, 2 Gain Original and 2 Gain Island Fresh scents (4 count,... 60

\$13.99



Car Air Freshener - Car Freshener - Air Freshener Car - Car Perfume -Perfumes For ...



Chemical Guys AIR_102_16 Leather { Premium Air Freshene and Odor Eliminator (* 775

Ad feedback

Customers who viewed this item also viewed

Page 1 of 2



Little Trees U6P-60155 Black Ice Air Freshener, (Pack of 24)

1.106

\$14.93



Little Trees Vent Wrap Air Freshener, Black Ice, 4 Packs of 4

118

\$12.96



Little Trees Vent Clip+ Air Freshener, Black Ice, Pack of 4

\$13.34



Driven by Refresh Your Carl 74107 Gel Can, Black

43 4 offers from \$2.96



California Scents Calif Car Scents 4-Unit Tra Laguna Breeze, 1.5-O Tins (Pack of 4)

\$13.23

Compare with similar items



This item Refresh Your Car! 09902 Dual Scent Gel Can, 5 oz., Midnight Black/Ice Storm Scent

Little Trees U6P-60155 Black





Little Trees Vent Wrap Air Freshener, Black Ice, 4 Packs



Little Trees 2 Oz. Pump Spray Car, Home and Office Air Freshener, Black Ice

	Add to Cart	Add to Cart	Add to Cart	Add to Cart	
Customer Rating	(3)	(1106)	(118)	(100)	
Price	\$3 38	\$14 ⁹³	\$12 ⁹⁶	\$5 99	
Shipping	FREE Shipping	FREE Shipping	FREE Shipping	FREE Shipping	
Sold By	Amazon.com	Amazon.com	Amazon.com	Prime SuperStore	
Color	_	Black Ice	Black Ice	_	
Item Dimensions	2.9 x 2.9 x 2.7 in	1 x 1 x 1 in	3 x 7.5 x 1.75 in	2.2 x 4.2 x 1 in	
Item Weight	_	2.88 ounces	0.8 ounces	3.2 ounces	
Size	Single	_	16 Pack	_	
Style Name	_	Black Ice	Freshener, 16 Pack	_	

Special offers and product promotions

Size: Single

 Your cost could be \$0.00 instead of \$3.38 Get a \$50 Amazon.com Gift Card instantly upon approval for the Card Apply now **Amazon Rewards Visa**

Have a question?

Find answers in product info, Q&As, reviews

Product information

Size Single

Technical Details

Brand	Refresh Your Car
Item Weight	7.5 ounces
Product Dimensions	2.9 x 2.9 x 2.7 inches
Item model number	09902
Manufacturer Part Number	09902
Cover Included	1 5oz Gel Can Midnight Black/Ice Storm

Additional Information

ASIN	B01MTDH3OD
ASIN	BOIMIDH3OD
Customer Reviews	3 customer reviews 2.7 out of 5 stars
Best Sellers Rank	#106,857 in Automotive (See top 100) #605 in Automotive > Interior Accessories > Air Fresheners #800 in Automotive > RV Parts & Accessories > Furnishings & Interior Accessories > Air Fresheners & Dehumidifiers
Shipping Weight	7.5 ounces (View shipping rates and policies)
Domestic Shipping	Currently, item can be shipped onl within the U.S. and to APO/FPO addresses. For APO/FPO shipments, please check with the manufacturer regarding warranty and support issues.
International Shipping	This item is not eligible for international shipping. Learn More
	international shipping. Learn More

Feedback

If you are a seller for this product, would you like to suggest updates through seller support?

Would you like to tell us about a lower price?

Product description

Size: Single

The Refresh Your Car Dual Scent Gel Can packs a powerful fragrance experience in a discreet and easily hidden container. The 5oz Dual Scent gels delivers two great fragrances in a single yet beautiful container and offers scent control with the innovative pop-top lid. If you are looking for a discreet air freshener option, look no further than Refresh Your Car Cans!.

Customers who bought this item also bought









Little Trees U6P-60155

Little Trees Vent Clip+ Air

Little Trees Vent Wrap Air

Sponsored products related to this item (What's this?)

Page 1 of 14



Febreze Car Air Freshener, 2 Linen & Sky and 2 Hawaiian Aloha scents (4 count, .06 ...

\$13.99



Car Air Freshener - Ca Freshener - Air Freshene Car - Car Perfume -Perfumes For ..

59 \$11.99



California Scents California Car Scents 4-Unit Trays, Laguna Breeze, 1.5-Ounce Tins...

\$13.23



Moso Natural Air Purifying Bag. Odor Eliminator for Cars, Closets, Bathrooms and Pe

217

\$37.99



Poo-Pourri Before-You Toilet Spray 4ml Trave Size Disposable Spritz Lavender..

9678

xfinity

\$4.99

Ad feedback







Equipment, taxes, and other charges extra and subj. to change. See disclaimer for details.



Ad feedback

Customer questions & answers

Have a question? Search for answers

33%

0%

Question:
O
Answer:

Is the can of Midnight Black Ice the same as the spray, and the hanging trees?

This is made by a different manufacturer and smells different By Discount Detailers

SELLER on October 29, 2017

Share your thoughts with other customers

Write a customer review

votes

Customer Reviews

2.7 out of 5 stars
5 star
4 star

3 star 0% 2 star 0% 1 star 67%

See all 3 customer reviews

Top customer reviews



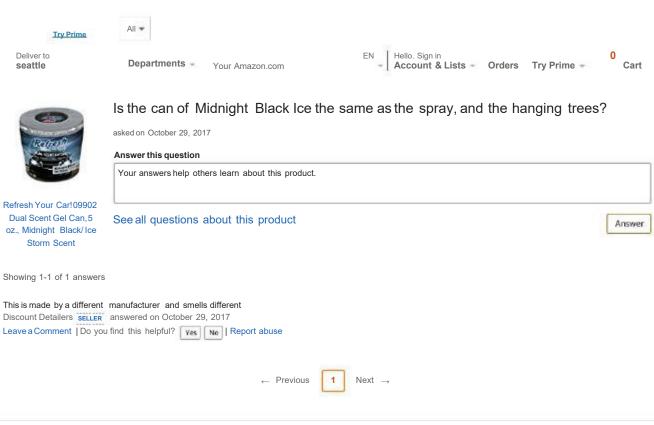
Ad feedback

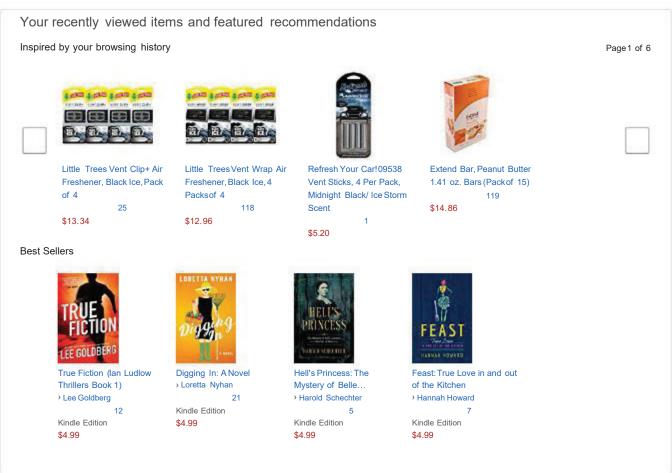
Edgar			Search customer reviews				
Didn't meet my	expectations at all			Search			
March 22, 2017							
	erve it's purpose. Opened two but still doesn						
but this product doesn't freshe	n your car. Sucked coz the packaging was c	ool.					
Comment Was this review	helpful to you? Yes No Report	abuse					
Eldin Arifovic							
Five Stars January 21, 2018							
Size: Single Verified Purchase							
Removes All Oders							
Comment Was this review	helpful to you? Yes No Report	abuse					
(L) thomas							
One Star February 4, 2018 Size: Single Verified Purchase							
Have 2 in my truck, cant smell	them at all, have them both opened all the v	vay up.					
Comment Was this review	helpful to you? Yes No Report	abuse					
See all 3 reviews							
Write a customer review							
Pages with related products. See and discover other items: black ice car freshener							
F	Moso Natural Air Purifyii	ng Bag. Odor Eliminator for C					
1	\$37.99	217	Shop Now				
			Ad feedback				
		Back to top					
		Back to top					
Get to Know Us	Make Money with Us	Amazon Payment Produc	cts Let Us F	lelp You			
Careers	Sell on Amazon	Amazon Rewards Visa Signatur	e Cards Your Acco	ount			
About Amazon	Sell Your Services on Amazon	Amazon.com Store Card	Your Orde	ers			
Investor Relations	Sell on Amazon Business	Amazon.com Corporate Credit L	ine Shipping F	Rates & Policies			
Amazon Devices	Sell Your Apps on Amazon	Shop with Points	Amazon P	Prime			
	Become an Affiliate	Credit Card Marketplace	Returns &	Replacements			
	Advertise Your Products	Reload Your Balance	Manage Y	our Content and Devices			
				our content and bevices			
	Self-Publish with Us	Amazon Currency Converter	Amazon A				
	Self-Publish with Us > See all	Amazon Currency Converter	Amazon A Help				
		Amazon Currency Converter					
		Amazon Currency Converter					
		Amazon Currency Converter English United St.	Help				

Amazon.com: Refresh Your Car! 09902 Dual Scent Gel Can, 5 oz., Midnight Black/Ice S... Page 6 of 6 Case 5:17-cv-00171-FJS-ATB Document 172 Filed 06/15/22 Page 14 of 16

Amazon Music	Amazon Drive	6pm	AbeBooks	ACX	Alexa	Amazon Business
Stream millions	Cloud storage	Score deals	Books, art	Audiobook Publishing	Actionable Analytics	Everything For
of songs	from Amazon	on fashion brands	& collectibles	Made Easy	for the Web	Your Business
AmazonFresh	AmazonGlobal	Home Services	Amazon Inspire	Amazon Rapids	Amazon Restaurants	Amazon Video Direct
Groceries & More	Ship Orders	Handpicked Pros	Digital Educational	Fun stories for	Food delivery from	Video Distribution
Right To Your Door	Internationally	Happiness Guarantee	Resources	kids on the go	local restaurants	Made Easy
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Digital	Designer Men's	Sewing, Quilting	Book reviews	Movies, TV	Get Info Entertainment	Shop Online
Photography	Fashion	& Knitting	& recommendations	& Celebrities	Professionals Need	in India
Kindle Direct Publishing	Prime Now	Prime Photos	Shopbop	TenMarks.com	Warehouse Deals	Whole Foods Market
Indie Digital Publishing	FREE 2-Hour Delivery	Unlimited Photo Storage	Designer	Math Activities	Open-Box	America's Healthiest
Made Easy	on Everyday Items	Free With Prime	Fashion Brands	for Kids & Schools	Discounts	Grocery Store
	Withoutabox Submit to Film Festivals	Woot! Deals and Shenanigans	Zappos Shoes & Clothing	Souq.com Shop Online in the Middle East	Subscribe with Amazon Discover & try subscription services	

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A Glimmer of Hope (The Avalon Chronicles Book... > Steve McHugh

Kindle Edition \$4.99



Say You're Sorry (Morgan Dane Book 1) Melinda Leigh 1.375

Kindle Edition \$2.49



White Rose, Black Forest > Eoin Dempsey

Kindle Edition \$4.99





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Amazon Payment Products

Amazon Rewards Visa Signature Cards

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Shop with Points

Credit Card Marketplace

Reload Your Balance Amazon Currency Converter

Let Us Help You

Your Account

Your Orders

Shipping Rates & Policies

Amazon Prime

Returns & Replacements

Manage Your Content and Devices

Amazon Assistant

Help

English

United States

Amazon Music Stream millions of songs

AmazonFresh Groceries & More Right To Your Door

Amazon Web Services Scalable Cloud Computing Services

DPReview Digital Photography

Kindle Direct Publishing Indie Digital Publishing Made Easy

Amazon Drive Cloud storage from Amazon

AmazonGlobal Ship Orders Internationally

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East Dane Designer Men's Fashion

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on fashion brands

Home Services Handpicked Pros Happiness Guarantee

AudiobookStand Discount Audiobooks on Disc

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Prime Photos Unlimited Photo Storage Free With Prime

Woot! Deals and Shenanigans

AbeBooks Books, art & collectibles

Amazon Inspire Digital Educational Resources

Book Depository Books With Free Delivery Worldwide

Goodreads Book reviews & recommendations

Shopbop Designer Fashion Brands

Zappos Shoes & Clothing ACX Audiobook Publishing Made Easy

Amazon Rapids Fun stories for kids on the go

Box Office Mojo Find Movie Box Office Data

IMDb Movies, TV & Celebrities

TenMarks.com for Kids & Schools

Souq.com Shop Online in the Middle East

Alexa Actionable Analytics for the Web

Amazon Restaurants Food delivery from local restaurants

ComiXology

Thousands of Digital Comics

IMDbPro Get Info Entertainment Professionals Need

Warehouse Deals Open-Box Discounts

Subscribe with Amazon Discover & try subscription services

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Amazon Video Direct Video Distribution Made Easy

CreateSpace Indie Print Publishing Made Easy

Junglee.com Shop Online in India

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